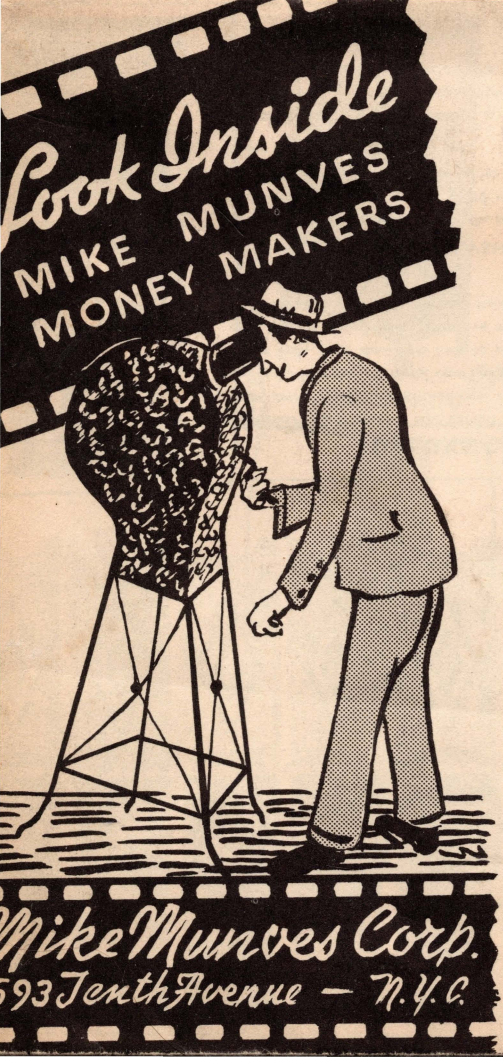

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A SECTION OF OUR SHOWROOM DISPLAY

Mike Munves

593 TENTH AVE.
NEW YORK CITY

for

PENNY ARCADES

Get into action now!

Big Year in 1940, Says Arcade King

• Mike Munves, who has won the title "The Arcade King" because of the fact that he leads the sales of arcade equipment from his present offices in New York City, has prepared for what he claims will be the greatest year in arcade history.

Mike has taken over 15,000 square feet of floor space at 524 West 43rd Street in New York City, where he has combined the entire stock of his new Chambers Street and Park Row offices into one huge warehouse and reconditioning organization.

His offices at 593 Tenth Avenue in New York City will remain the firm's headquarters. The uptown offices of the firm will service the Bronx, uptown New York, Westchester, Yonkers and all operators within their limits.

"But," reports Mike, "though we shall continue to feature the pin games and the other machines which we distribute, we feel that our greatest business this year will be done on arcade equipment. The reason for our belief is simply that in 1938 and 1939 we saw the revival of the arcade business. We enjoyed one of our greatest years in 1939 and so did everyone of the arcade operators.

"Yet 1940 already looks better. Some of the arcade operators are arranging for more locations. They have been searching everywhere because of the sudden return of public interest. They have learned that when they modernize they once again get the public's attention and that the arcade's business zooms.

Arcades Modernize

"This modernization and building program already started for 1940 arcades will tremendously increase interest in this business from intelligent operators everywhere. Those operators who are located in regions where the public gather for summer and winter sports and where they vacation are missing a great bet if they don't open an arcade in the modern manner.

"The modern arcade is entirely different from the type of place operators used to see years ago. Machines are better arranged. New machines are most prominent. Play action is better. The spots are cleaner and better handled. And the greater majority are going in for modern simplicity in design. In this way they meet the approval of the public and encourage visits to their arcades which formerly they could not get.

Mike Munves, Arcade King, who says 1940 will be a big Arcade year.

Offers Service Plan

"Our entire organization is in position to service the established arcade operator or the man who intends to enter the arcade business. For the newcomer we will work out complete floor plans. We are willing to show him just how the successful arcades operate. We will even go to the extent of helping him pick his location and telling him just how much rent he should pay. We will arrange his machines for him, his lighting and his displays. We will also help him train his employees so that they understand just what the public expects from a service standpoint.

"Our plans for the established arcade operator are just as liberal. We have all the latest equipment and thousands of reconditioned machines of every type. We have many machines which we have rebuilt ourselves and proven successful. We can therefore please him from the standpoint of equipment, and, of course, we are well known throughout the trade for the fact that we will every time please any operator on price.

"Therefore, those operators who are in the arcade business or are considering entering this business during 1940 will find that we are in the perfect position to serve them."

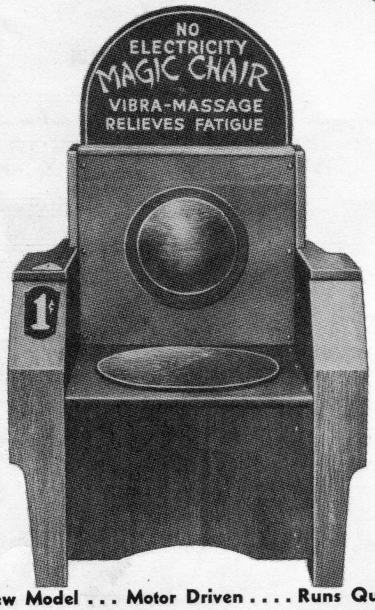
All during the winter months the Mike Munves Corp. have been serving the winter arcade spots which are proving among the most profitable in the country. At the same time their staff of trained arcade engineers are at work completing equipment which they will feature during the summer season. Mike expects that the summer of 1940 will be the biggest in his firm's history and that there will be more arcades in operation in 1940 than at any time in history.

He also explains, "The new type of machines which the manufacturers are presenting are perfectly suited to arcade operation. This means that the arcade operator is going to face one of the big years of his career. People will play batteries of bowling games just as they did the old large bowling alleys. The ray guns are certainly well suited to arcade operation. And so, in fact, is every one of the new machines which the manufacturers have so far presented."

What the Well Dressed Arcade and Amusement Center Will Feature in 1940

- Gun games
  - Ray Guns
  - Pistol Targets
  - Anti-Aircraft (multiple shot)
- Moving Pictures
- Skill Devices
  - Coin Operated and Manual
- Metal Typers
  - With Play Booster Ideas
- Still Pictures (Models, art subjects)
- Self Taking Photo Machines
- Weight Testers, Grip Testers
- Breath Testers
- Horoscopes
- Fortune Machines
- Novelty Machines
  - (Queer Mirrors, etc.)
- High Strikers
- Bowling Games
- Voice Recorders
- Two-way Mikes
- Diggers
- Punching Bags
- Scales (Novelty & Fortune)
- Novelty Gum Vendors
- Candy and Charm Vendors
- Post Card Vendors
- Coin Operated Microscopes
- Coin Operated Telescopes
- Baseball Machines
- Bingo and Screeno Games
- Book Vendors

MODERN SI



New Model . . . Motor Driven . . . . Runs Quietly

A COMPLETE COMEDY SHOW

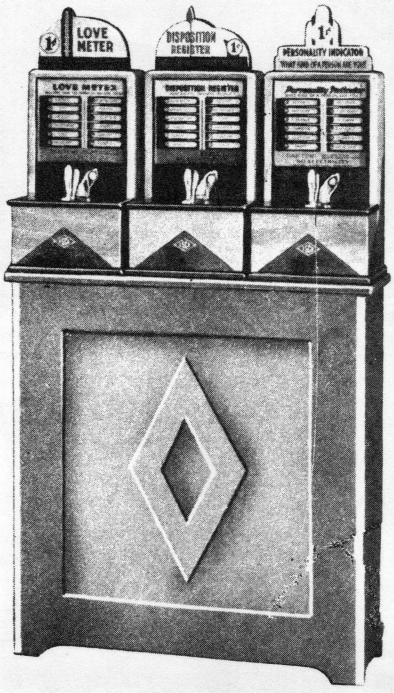
The player sits down and drops his coin in the slot. Immediately he receives a sensation of vibration—all over his body. It's a funny, tickling thrill—starts with a smile and ends with a big laugh. No danger—it's absolutely harmless.

The Magic Chair is full sized, built of heavy wood, attractively finished in mission green color with leatherette back and seat. Vibrations now induced by an electric motor operating on 110 Volt A.C. current. Made for 5c or 1c play.

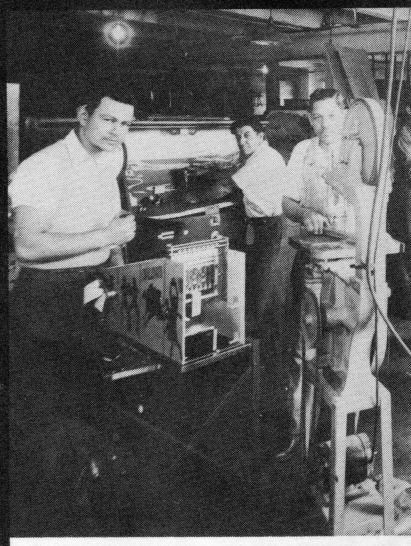
Height 49" Width 28"
Depth 25½"
Net weight 82 lbs.
Shipping weight, 150 lbs.

THREE LITTLE METERS

One of the best Penny getters



Player deposits coin and squeezes handle. A light then indicates Sex Appeal, Disposition or Personality — a different answer each time. Run by two 6-inch dry cells which will last indefinitely. Not an Electric Shocker. Size—23 inches High, 11 inches Wide, 9 inches Deep. Shipping weight 3 machines, 65 lbs.



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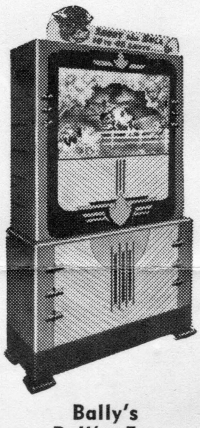

Bally's
Bull's Eye

Mike Munves
World's Larg
New and Use
Arcades and
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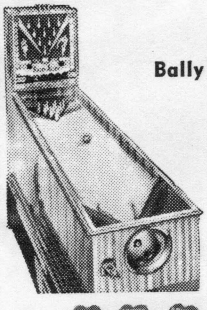
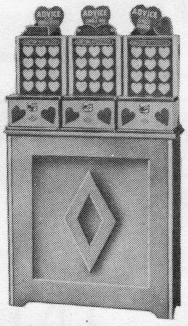
Phonographs,
Photo Machine
chines, Rifles,
of All Kinds
Ideas!



Bally Alley



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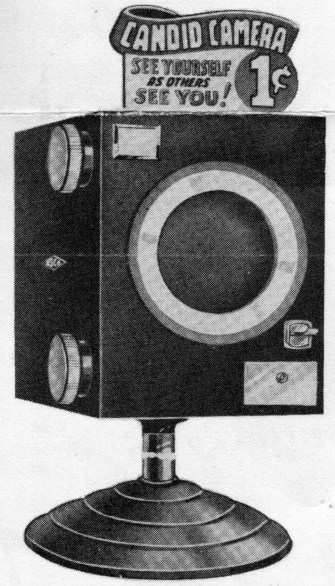


A BIG LAUGH MAKER

Everybody wants to look into the big lens opening and see the comical moving picture of his or her face. Gets a big play from men, women and children. Playing time adjusted to make shorter or longer. Comes equipped regularly with 1c slot but can be fitted with 2c or 5c slot. Finished in black with bright metal parts. 30" long, 23" wide and 26" high. The adjustable Iron Stand is 46" high. Shipping weight is 150 lbs.

NEW, STARTLING, SUPREME IN ITS FIELD

IS THE NEW **A. B. T. CHALLENGER**

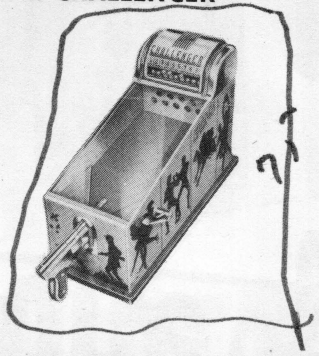
10 SHOTS FOR 1 COIN

THE CHALLENGER IS REALLY ALL THAT THE NAME IMPLIES. It Challenges the Skill of the player.

There's plenty of action in the Challenger—players thrill at the feel of the army type pistol—the new streamlined cabinet design catches the eye.

Here in reality is a counter attraction that means profits and satisfaction to the operator.

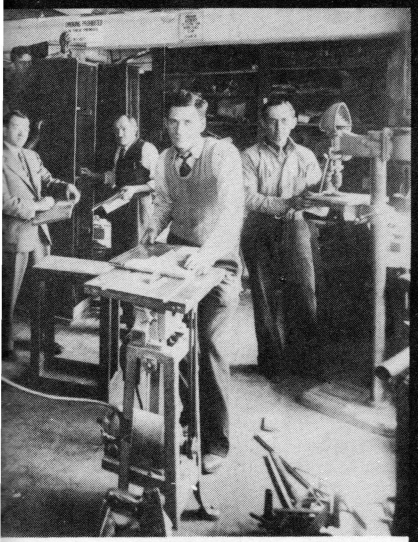
Dimensions 31" x 11½" x 16"
Shipping wt. 35 lbs.



MIKE MUNVES

THE LARGEST SELECTION OF AMUSEMEN

PORTLANDS



EPAIR DEPARTMENT

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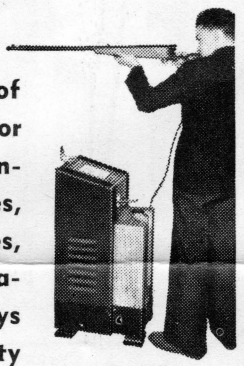

Bally's
Bull's Eye

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JUMP

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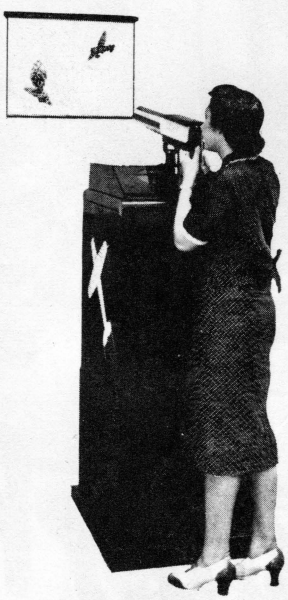
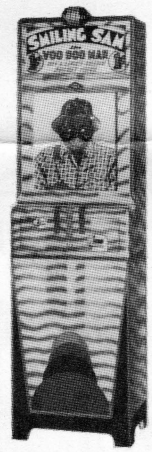


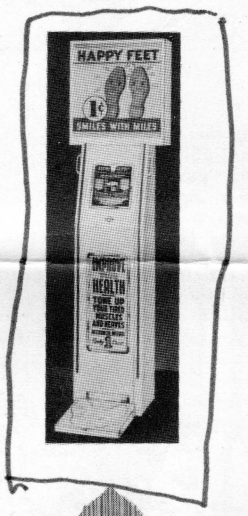
"AIR-RAIDER"
Anti-Aircraft
Machine Gun

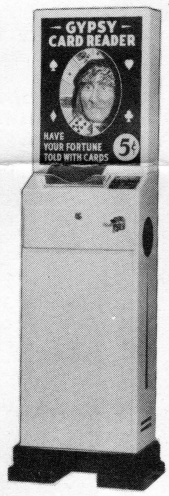
NEW WHATSIS?

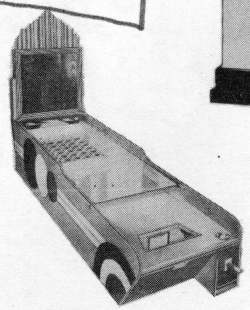
ARCADE BOWLING GAME

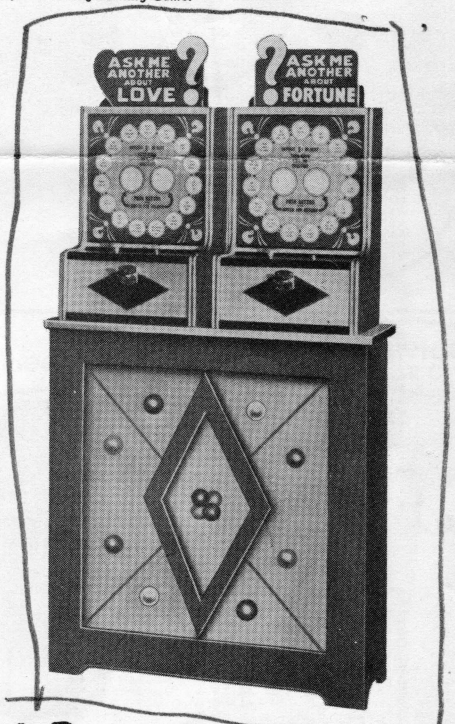
Chuck full of real "FUN-TO-PLAY" and THRILLING ACTION. Directional Spinning Ball Control. Animated Score Board records Strikes, Spares and Splits. Beautiful "lite up" Console Cabinet. In-a-Drawer mechanism. A long life profit making Bowling Game.



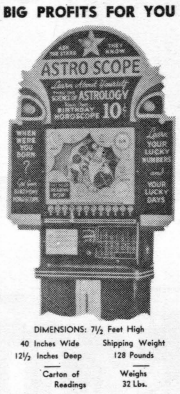








BIG PROFITS FOR YOU



DIMENSIONS: 71½ Feet High
40 Inches Wide — Shipping Weight
12½ Inches Deep — 128 Pounds
Carton of Readings — Weighs 32 Lbs.

YOUR PARK IS NOT COMPLETE WITHOUT AN X-RAY POKER CONCESSION

◆

Confidential Price List

For your convenience and protection we are not making our wholesale price list of Pin Games, Merchandise Machines and Arcade Machines and Supplies part of this booklet, but are enclosing it in loose leaf form. If you do not find this list enclosed the MIKE MUNVES CORP N. Y. will be glad to send you a duplicate copy on request.

593 TENTH AVE. NEW YORK CITY

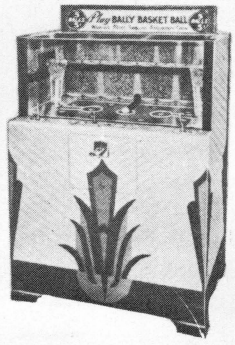
T--MACHINES IN THE WORLD

ONE CENT ONE CENT ONE CENT ONE CENT

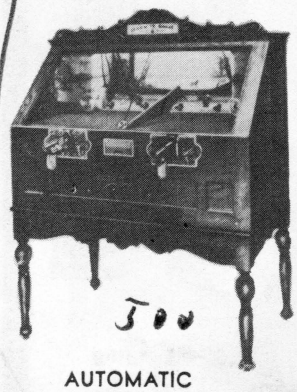
The Backbone of the Penny

Streamlined New And

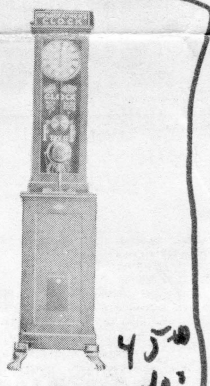
Factory Rebuilt Machines



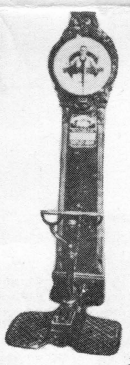
BALLY BASKETBALL



AUTOMATIC PISTOL RANGE

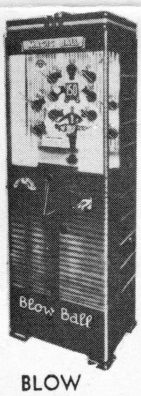


GRANDFATHERS CLOCK

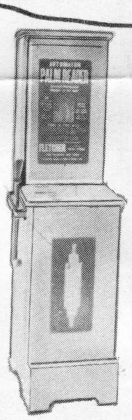


LIFTER

MILLS DUMBELL LIFTER

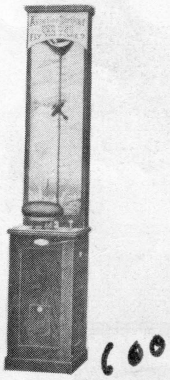


BLOW BALL



FLETCHERS PALM READER 35

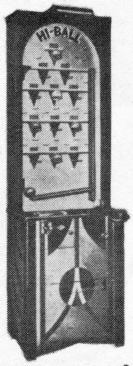
IRON MUTOSCOP



AVIATION STRIKER

ELECTRIC PEN

MILLS PUNCHING BAG

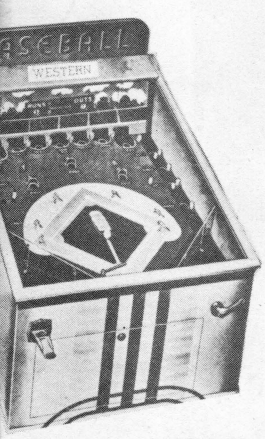


HIGH BALL

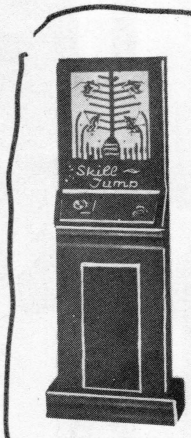
STRIKING CLOCK

EXHIBITS NEW CARD MACHINI

ry Arcade Business

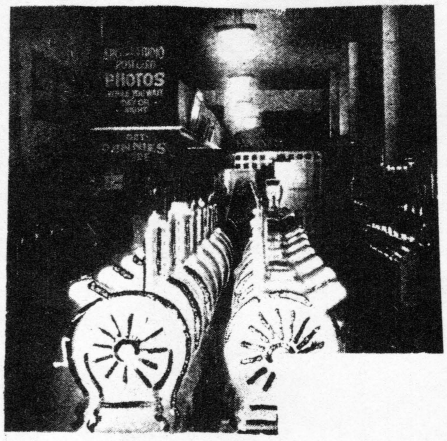


WESTERN BASEBALL



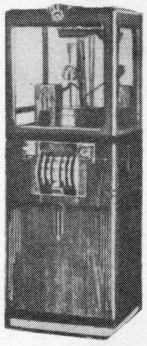
SKILL JUMP 150

A D & L MUTOSCOPE

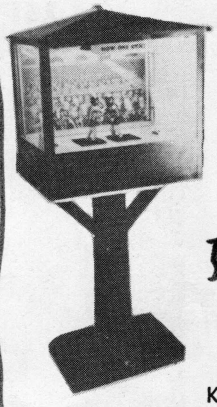


HERE'S THE ORIGINAL MOVIE BUSINESS BROUGHT UP-TO-DATE

The Mutoscope is the original movie machine. When it was invented it was the marvel of the age—and today it still holds the interest of people as strongly as it did then.

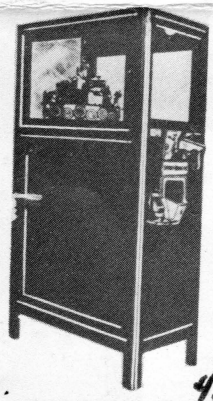


DIGGERS

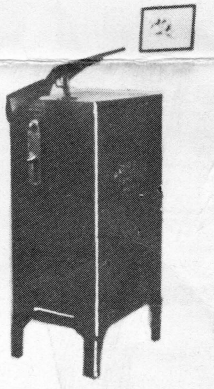


K.O. FIGHTER

BALL GRIP 40



SHOOTOMATIC 450

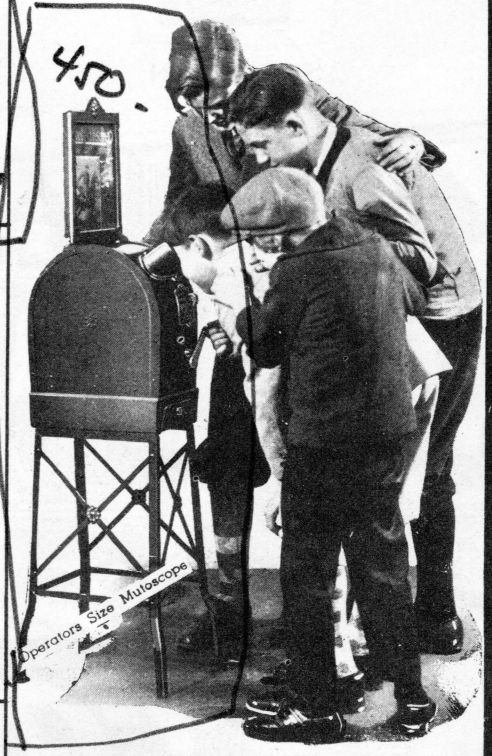


RADIO RIFLE

EXHIBIT CHAMPION BAG 500

DIAL STRIKER

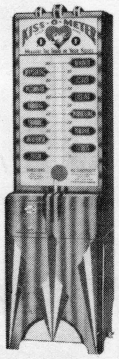
FLOOR SIZE STEREOSCOPIC VIEWS 600



450.

OPERATORS KIDDIE MUTOSCOPE

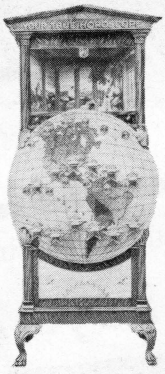
GRANDMOTHER PREDICTIONS



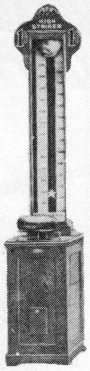
KISS-O-METER 300

BASEBALL

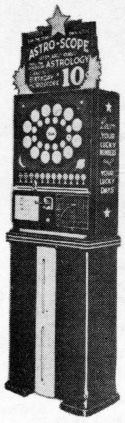
HOROSCOPE



STRIKER

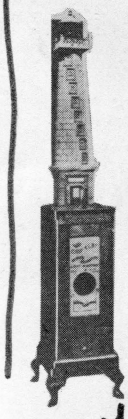


ASTRO-SCOPE



MIRROR

HOUSE



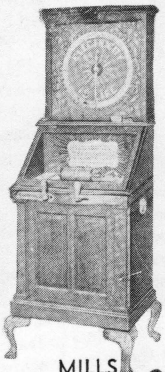
400

PORTABLE STEREOSCOPIC VIEW

29'

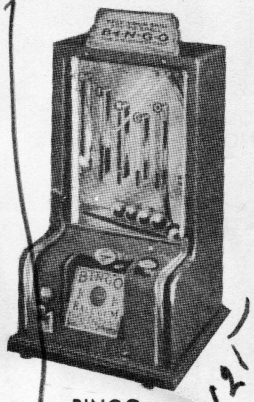
ROCKOLA BASEBALL

A BARREL OF FUN



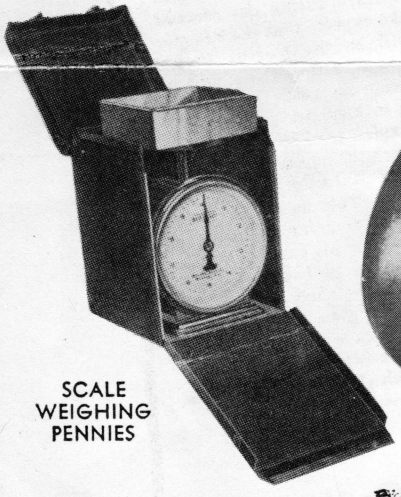
MILLS ELECTRIC

700



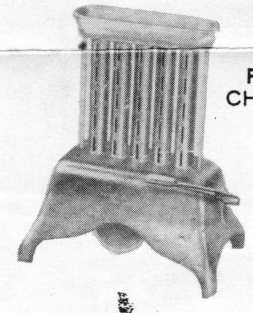
BINGO

12'

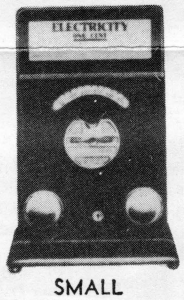


SCALE WEIGHING PENNIES

HEAVY DUTY BAGS



PENNY CHANGER



SMALL ELECTRIC

TWO WAY GRIP

12'

MIKE MUNVES

593 TENTH AVENUE - NEW YORK

ONE CENT

De LUXE CARD VENDER

DESCRIPTION—Holds 500 Exhibit Cards (250 cards over each slot. If more cards than this are stacked over a slot, the lower card will not always pull out.) Has two all metal card compartments. Large cash box with high grade lock. Also door with lock to card compartment. Exhibit's patented easy change sign frames. Attractive modernistic cabinet, equipped with 2 A.B.T. slots which refuse iron or steel slugs, perforated checks, linoleum and cardboard.

WHY DO EXHIBIT CARD VENDERS EXCEL IN EARNINGS?

Because they are great repeaters—the player gets a different card each time, until he has drawn a full set of 32 to 64 cards. We make 31 different series (see pages 2 and 3). New series of cards releaesed regularly to guarantee perpetual interest.

Specifications—Machine cabinet is 17 inches wide, 17 inches high and 8 inches deep. Top sign 21 inches high. Net weight 30 lbs. Shipping weight 35 lbs. Shipping weight with base 55 lbs. Net weight of cards is 13 lbs. per 1000.

FOR PARKS

Every Amusement Park, Summer Resort, Skating Rink, Dance Hall, etc., is a sure hot spot for a battery of these penny getters—they sell hundreds of thousands of cards at a satisfactory profit. Exhibit DeLuxe Card Venders "keep the pennies in the Park"

FOR CARNIVALS

Exhibit DeLuxe Card Venders collect a steady stream of pennies. Men, women, and children play the machines over and over again. It's the best penny concession for Carnivals, Fair Grounds, Town Celebrations, etc. A big flash. Packs into a small carrying space.

FOR OPERATORS

The Deluxe Card Vender can be operated profitably in school stores, drug stores, ice cream parlors, restaurants, cigar stores, railway depots, dance halls, roller rinks, hotel lobbies, department stores, bathing beaches, summer resorts—anywhere you find men, women and children. The interest never wears off—simply change the cards and display signs to keep the pennies coming.
If desired the key to the card compartment can be left with the location with an extra stock of cards. The operator keeps the key to the cash box.

PROOF

Gentlemen: We have 20 of your Exhibit Card venders in our Penny Arcades and these machines have big player appeal and sold hundreds of thousands of your different attractive cards during the 1939 season. They are a profitable source of income and provide good clean amusement.

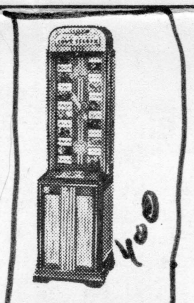
E. P. Erland Riverview Park, Chicago, Ill.

PROOF

Gentlemen: Just closed our season 1939 and my gross ran 70% more than last year. As you know, I bought fifteen of your new DeLuxe Post Card venders and the battery of all your eleven different little Fortune Tellers. That brougnt my Arcade up to date. The public likes new machines. Thanks for your fine service during the last 16 years, and good luck in 1940.

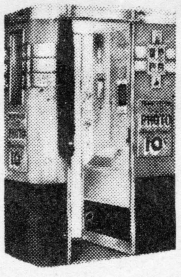
P. Van Ault Cetlin & Wilson Shows

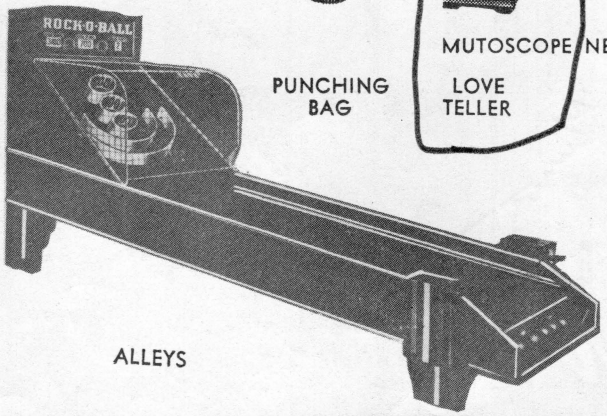
PUNCHING BAG



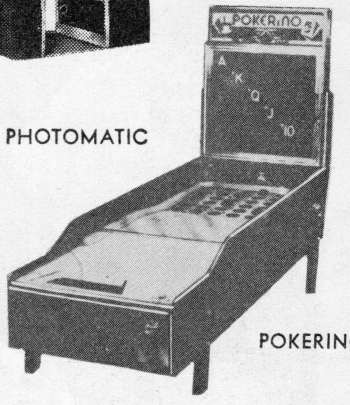
MUTOSCOPE LOVE TELLER

NEW MACHINES OPEN DOORS





ALLEYS



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